

## Case Study - E-Commerce

Fellowship Riders Inc.  
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### Situation:

Fellowship Riders, a non-profit organization, needed a website designed with full e-commerce capabilities to spread their message, sell merchandise and accept donations. The website had to appeal to bikers of all ages, not just the stereotypical ones (long-haired Harley riders). They also required real-time credit card processing capabilities to handle trade show and remote orders.

### Challenges:

The greatest challenge was to design an interface that combined classic store elements and functionality with a modern look and feel. Since remote administrators would handle website updates, products had to be easy to add and easy to edit. Advanced shipping options were required to handle the various types of merchandise sold.

### Solution:

DTCS delivered a state-of-the-art website and online store with a web-based control panel that allows for easy product manipulation. Authorize.net was selected as the payment gateway for its ability to process credit cards from any internet connection. This allowed the FRI staff to process orders from trade show booths. The store utilized sophisticated shipping options from UPS, FedEx and USPS.

### Results:

FRI has seen its affiliate base grow by over 2000% and product sales go through the roof. Website traffic continues to grow at a blistering 20% per month with no end in site.

The added revenue that the online store has generated has allowed them to increase marketing expenditures and thus increase its growth rate further.

In addition, the website has received industry awards and recognition for its excellence.

